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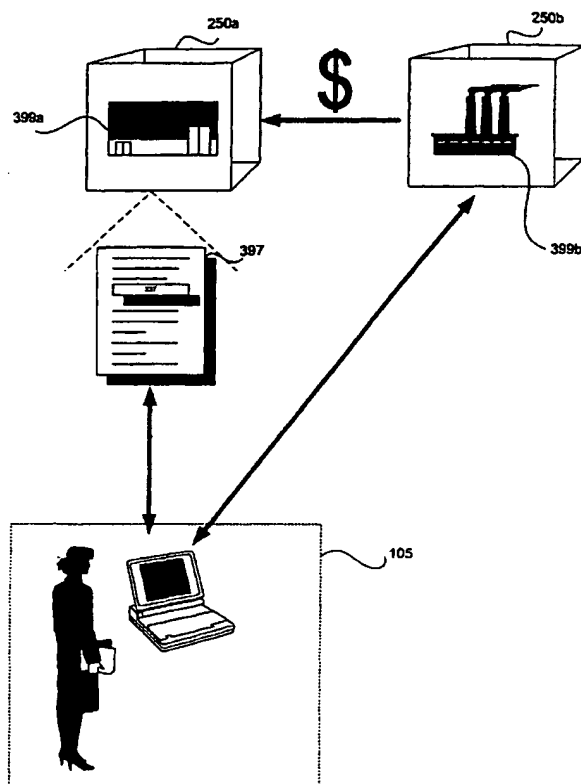
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(54) Title: METHOD AND SYSTEM FOR FACILITATING ESTABLISHMENT OF ECONOMIC MARKETPLACES WITH IMPROVED CONTENT



(57) Abstract: The present invention provides a method and system for facilitating the establishment of economic marketplaces between business units (250a, 250b). According to one embodiment, business units (250a, 250b) may enter into transactions with one another for revenue generators (337, 397), which establish currency. A revenue generator (337, 397) possesses inherent value by providing an enticement for a viewer (105) to perform an action with respect to a business unit (250a, 250b) including viewing branding information, viewing advertising, generating a sales lead, establishing a transaction, etc. The present invention also provides a system for automated content management (397) based upon content effectiveness as a function of viewer (105) interaction with content (397).

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :G06F 17/60

US CL :705/26;705/400

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/1, 26, 27, 400; 709/217, 218, 219

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
NoneElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
None**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 4,992,940 A (DWORKIN) 12 February 1991, see entire document.	1-5, 20 & 21 ----- 6-19
A	BUSINESS WIRE: "Time is now for Internet commerce; CommercePOINT makes IBM the one-stop shop for doing business on the Web"; 04 September 1996, see entire document.	1-21
Y -- A	MULQUEEN: "DoubleClick Wants To Hit Big Button"; InternetWeek, 22 December 1997, page 62.	6-19 ----- 1-5, 20 & 21
A	WO 97/49237 A1 (KLOSTERMAN et al) 24 December 1997, see abstract.	1-21

☒ Further documents are listed in the continuation of Box C.
 ☐ See patent family annex.

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y -- A	US 5,796,952 A (DAVIS et al) 18 April 1988, see columns 2-4, 6, 8, 9 & 11.	6-19 ----- 1-5, 20 & 21
A, P	US 5,909,492 A (PAYNE et al) 01 June 1999, see abstract.	1-21
A, E	US 6,085,176 A (WOOLSTON) 04 July 2000, see abstract.	1-21